

File copy
4/27/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 27, 1953</u>			
Monday April 27 9:15 A.M.	PRESS PREVIEW OF SILVER TEA SERVICES "Tea-Time"--Altman's will present a preview of silver tea services to the press. By invitation. Publicity: Mr. Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR SILVER DEPT.
Monday April 27 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Presentation of late Spring and early Summer fashions, designed in America by Jacques Fath for Joseph Halpert. Benefit for Council of Jewish Women. Publicity: Edith Jordan at Joseph Halpert, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JACQUES FATH FOR JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Monday April 27 4:00 P.M.	FALL SHOE FASHION SHOW Annual fashion show by Mademoiselle Shoes, presenting the Fall shoe collection, coordinated with fabrics and colors in forthcoming ready-to-wear. Show at 4:15 P.M. Cocktails at 5:00 P.M. By invitation. Contact: Grace Kent, Fashion Director, Carlisle Shoe Co., 350 Fifth Ave., LO. 4-3350.	MADemoisELLE SHOES (EMPIRE STATE BLDG.)	350 FIFTH AVENUE SHOWROOM - 74TH FL.
Monday April 27 8:00 P.M.- 10:00 P.M.	PREVIEW OF CERAMIC ARTS AND FABRICS A special preview show of Greenwich House ceramic pottery and sculpture coordinated with Dan Cooper fabrics. Preview tickets: \$5.00. <u>Open to public, April 28 - May 1, from 9:00 A.M. to 5:00 P.M. Tickets: \$1.00.</u> Proceeds for continuance of Greenwich House pottery work. Contact: Mrs. Ruth Thompson, CH. 2-4140.	GREENWICH HOUSE & DAN COOPER FABRICS	DAN COOPER, INC. RCA BLDG., 67TH FL.
Beginning Monday April 27- May 9	AMERICAN INDIAN JEWELRY ON DISPLAY Authentic, hand-made jewelry of the Navaho and Zuni Indians - of silver, turquoise, coral, pearl and abalone shell - lent by the Traphagen School of Fashion. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	GRAND CENTRAL ART GALLERIES	15 VANDERBILT AVE. (GR. CENTRAL TERM.)
Tuesday April 28 9:30 A.M. Breakfast	FALL PREVIEW FOR RESIDENT BUYERS White Stag will present their Fall sportswear collection to resident buyers. By invitation. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO.	1407 CLUB 1407 BROADWAY
Tuesday April 28 10:00 A.M. Breakfast	PREVIEW: IMPORTS AND COPIES OF SPORTSWEAR Gimbels will present to the press an entirely new collection of sportswear from Europe -- some originals -- and some originals and copies. By invitation. Public showings Monday, May 4, at 2:00 P.M. and 6:00 P.M. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled April 28	BONNIE CASHIN KNITWEAR FASHIONS BY JOSEPH GUTTMAN, ORIGINALLY SCHEDULED FOR TUESDAY, APRIL 28 AT 11:00 A.M., HAS BEEN CANCELLED.		
Tuesday April 28 12:30 P.M. Luncheon	FLEXEES SWIMSUITS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present swimsuits by Flexees and Caltex during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday April 28 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	WILLIAM BASS & FILCOL, INC.	HOTEL PIERRE COTILLION ROOM
	William Bass and Filcol present their Summer fashions at benefit luncheon. Furs: Kelly & Strazzieri; Hats: Rose Sapiro. Coordinator: Lucille Meierfeld. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.		
Tuesday April 28 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON	JACQUES FATH FOR JOSEPH HALPERT	HOTEL PLAZA GRAND BALLROOM
	Presentation of Jacques Fath-Joseph Halpert fashions for benefit of Hebrew Home for Aged. Commentator: Jinx Falkenburg. Musicale at 2:00 P.M. Fashion show at 3:00 P.M. For tickets contact: Mrs. Harold Levy of the Hebrew Home, EN. 2-3904. Halpert Publicity: Edith Jordan, WI. 7-7400.		
Tuesday April 28 2:00 P.M.- 5:00 P.M.	SCULPTURE OF THE TWENTIETH CENTURY	MUSEUM OF MODERN ART	11 WEST 53RD STREET 1ST FL. & NEW GARDEN
	Preview of over 90 sculptures by outstanding American and European artists. (Exhibited also at the Philadelphia Museum of Art and the Art Institute of Chicago.) Open to public, April 29 - Sept. 7. Also, opening of Abby Aldrich Rockefeller Sculpture Garden, which has been completely redesigned to provide a setting for sculpture. Publ.: Betty Chamberlain, CI. 5-8900.		
Tuesday April 28 2:30 P.M.	SHOWING OF FASHIONS BY JERRY GILDEN	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present fashions by Jerry Gilden at a showing for customers. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday April 28 7:00 P.M.- 9:00 P.M.	SIXTH SESSION: PUBLICITY COURSE	THE PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON
	Subject: "Publicity Through Photographs"--Planning and placing publicity pictures. Working with syndicate and newspaper photographers. Panel: Irving Kaufman, Kaufman Studios; Hal Reiff, Hal Reiff Studios; Ed Stein, INP. Fee: \$15.00 for course. Contact: Rita Otway, PL. 5-4000.		
Tuesday April 28 8:30 P.M. Dinner- Dance	"CIRO BALL" BENEFIT DINNER	NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
	Ceil Chapman and Ciro perfumes will sponsor a dinner and tableaux for the benefit of the New York Infirmary. Diamonds: Harry Winston. Furs: Phil Gottlieb. Subscription by invitation only: \$21.00. Contact: MU. 6-6333.		
Wednesday April 29 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	CLAIRE MCCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
	"Passport to Summer" showing of Claire McCardell's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Claire McCardell contact at 550 7th Ave., LO.4-2155. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 29 12:30 P.M. Luncheon	FASHIONS FOR TALL GIRLS AT LUNCHEON Peg Newton will present fashions for tall girls during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	PEG NEWTON (3 EAST 58TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 29 2:30 P.M.	PREVIEW: FALL & WINTER RAINWEAR Lawrence of London will present a press showing of Fall and Winter fashions in rainwear, featuring "The Coat You Love to Live In." By invitation. Contact: CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM
Thursday April 30 10:00 A.M.	PRESS PREVIEW OF "SUN SHOP" Opening of the "Sun Shop" with presentation of Summer fashions, including beachwear, separates, and dresses. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR
Thursday April 30 12:30 P.M.	SHOWING OF SUMMER FASHIONS A special half-hour showing for the business girl of Summer clothes in cottons, prints, and light-weight fabrics. Also, the prize wardrobe selected by Lord & Taylor for the Paris-London trip of one of "Glamour" Magazine's winners in the "Ten Girls With Taste" Survey. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	2ND FLOOR
Thursday April 30 3:00 P.M. Champagne	PREVIEW OF NEW MOCASSIN-TYPE SHOE Presentation of "Trotters" and "Trampeze"--new mocassin type shoes, at a champagne party for the press. By invitation. Publicity: Silton Bros., Inc., 13 Clarendon Street, Boston, Copley 7-3730.	OLDE MAINE TROTTERS	47 WEST 34TH STREET SUITE 418
Thursday April 30 8:00 P.M. Cocktails- Dinner	"MOONLIGHT MIST BALL" BENEFIT DINNER Dinner and tableaux sponsored by Prince and Princess Gourielli (Helena Rubinstein) for benefit of N.Y.C. Cancer Committee, with fashion tableaux from Bergdorf Goodman. Price: \$50.00 per person. Contact: PL. 9-3500.	N.Y.C. CANCER COMMITTEE (7 EAST 52ND STREET)	HOTEL PLAZA TERRACE & GR. BALLROOM
Friday May 1 8:00 P.M.	WOOL FASHION SHOW IN ATLANTA, GA. "Mint Julep Wools"--showing of sheer and light-weight wool fashions for Summer 1953 by leading American designers, presented in honor of The American Women in Radio and Television at the organization's annual convention (May 1-3). By invitation. Publ.: Betty Tanner, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	BILTMORE HOTEL ATLANTA, GA.
Monday May 4 10:30 A.M.	SHOWING OF FALL AND WINTER SHOES Sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores, the Popular Price Shoe Show of America will present "Pederama"--a revolutionary technique featuring shoe "Fashions For The Millions," a comprehensive merchandised picture of the Fall shoe story. By invitation. <u>Showing for the trade at 4:00 P.M.</u> Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 4 10:30 A.M.	SHOWING OF FALL SHOE COLLECTION Presentation of Town & Country Fall shoe collection. (Repeat of April 13- April 14 show.) By invitation. Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FL.
Monday May 4 12:00 Noon Luncheon	SIXTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards—\$1,000 each—will be presented at the Sixteenth Annual Luncheon. These awards, founded in 1937, to encourage and recog- nize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Luncheon: \$5.00. Public Relations, Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 4 4:30 P.M. Cocktails	ART EXHIBIT BY BAR ASS'N MEMBERS Eighth Annual Art Exhibit of paintings and photography by members of the Bar Association. By invitation only. Open to public, May 6 - May 15. Contact: John W. Thompson, MU. 2-7171.	ASS'N OF THE BAR OF CITY OF N. Y.	42 WEST 44TH STREET
Tuesday May 5 9:30 A.M. Breakfast	PRESS PREVIEW: "COOL HEADS FOR HOT DAYS" "Cool Heads For Hot Days"—demonstration of Ingerid's unique hair cutting and styling, designed to take the average American woman through her busy day. By invitation only. Publicity: Lind-Gilbert Associates, 22 East 60th Street, PL. 3-4786.	INGERID'S STUDIO OF HAIR DESIGN	HOTEL ASTOR NORTH GARDEN
Tuesday May 5 12:30 P.M. Luncheon	FASHIONS BY LOTTE OF DREWYN Saks Fifth Avenue will present Lotte of Drewyn's Summer separates and casuals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Lotte's Publ.: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday May 5	SHOWING OF ADVANCE FALL COLLECTION Premiere showing by Mr. Mort, Inc., of advance Fall cottons from M. & W. Thomas and Herbert Meyer, featuring dresses and coordinated separates, designed by Betty Carol. Contact: WI. 7-2409.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FL.
Wednesday May 6 12:00 Noon Luncheon	MILLINERY FASHIONS AT RACE TRACK OPENING The Millinery Fashion Bureau will present hats by leading milliners at the opening day of Belmont Race Track's Spring Season. By invitation only. Millinery Publicity: Mary Kelley, LO. 4-7800. Belmont Publicity: Jeanne Fair, News Contacts, 131 E. 66th St., RE. 4-1450.	MILLINERY FASHION BUR. & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.
Sunday May 10	MOTHER'S DAY. Theme: "Remember Mom! Queen of Your Heart". Contact: Irving K. Edwards, National Committee for Observance of Mother's Day. 393 Seventh Avenue, OX. 5-2000.		
Sunday May 10- May 22	COSTUME JEWELRY INDUSTRY TRADE SHOW About 50 costume jewelry firms will exhibit. For Press and Trade only. Contact: Nan Morrison, Harold Seisel Co., 424 Madison Ave., PL. 3-3790.	COSTUME JEWELRY MFRS. ASS'N OF N.Y.	HOTEL MARTINIQUE B'WAY & 31ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 11 11:00 A.M.	FALL FABRIC PREVIEW AT NEW SHOWROOM Tenth anniversary of Alamac Knitting Mills with a display of Fall fabrics at their new showrooms. Trade showing from 3:00 P.M. to 6:00 P.M. By invitation only. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.	ALAMAC KNITTING MILLS	350 FIFTH AVENUE ROOM 4801
Monday May 11 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING The Fashion Group will hold its Cosmetics' Division luncheon meeting. Chairman: Kay Torrey. (More details later). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7103.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday May 11 1:00 P.M. Luncheon	DOG ACCESSORIES & LUGGAGE FASHIONS Mark Cross will present accessories for dogs, at the opening of their new Kennel Shop, along with a luggage collection for all kinds of traveling. Also, showing of bags, belts, scarves, etc. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Director, Publ., and Commentator: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	MARK CROSS (5TH AVE. & 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday May 11- May 16	ANNUAL NATIONAL COTTON WEEK Theme: "It's Cotton Time"--23rd Annual National Cotton Week, sponsored by the National Cotton Council, planned as a store-wide promotion. Contact: Roger Smith or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Tuesday May 12 10:30 A.M.	ISRAELI FASHION PRESENTATION The Zionist Organization of America will present fashions from Israel to press and buyers. By invitation only. Contact: Edythe Frens, MU. 2-3205.	ZIONIST ORGANIZATION OF AMERICA (41 E. 42ND)	HOTEL McALPIN GRAND BALLROOM
Tuesday May 12 12:30 P.M. Luncheon	SUMMER DRESSES BY FILCOL AT LUNCHEON Arnold Constable will present Summer dresses by Filcol during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 12 2:30 P.M.	FASHIONS BY KEN BARR Russeks will present fashions by Ken Barr of Casino Sportswear. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday May 13 9:00 A.M. Breakfast	PREVIEW OF FALL & WINTER LINGERIE Press preview of lingerie for Fall and Winter, 1953, in junior and women's sizes. By invitation. Publicity: Lois Gifford, B.B.D. & O., 383 Madison Avenue, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday May 13 12:15 P.M. Luncheon	ANNUAL ART AWARDS LUNCHEON Annual presentation of awards for advertising and editorial art. The 32nd annual exhibition by the Art Directors Club at Grand Central Art Galleries, 15 Vanderbilt Avenue, May 14-May 23. By invitation. Contact: Winifred Karn, Art Directors Club, 115 East 40th St., MU. 5-8400.	ART DIRECTORS CLUB OF NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 13 12:30 P.M. Luncheon	BENHAM ORIGINALS DURING LUNCHEON Gunther Jaeckel will present Benham Originals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Benham Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 13 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Benefit fashion show presented by the Pride of Judea. Dresses: Fred Greenberg. Coats & Suits: Donnybrook. Furs: K. Hartenstein. Lingerie: Mme. Adrienne. Bridal Creations. Coordinator: Lucille Meierfeld. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PRIDE OF JUDEA CHILDREN'S HOME	HOTEL PIERRE BALLROOM
Wednesday May 13 4:30 P.M. Cocktails	PRESS PREVIEW: TOWN & COUNTRY TWEEDS Saks Fifth Avenue will present a collection of Town and Country tweeds. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY-PLAZA HOTEL LE CHATEAU SUITE
May 16- May 23	NATIONAL FOOT HEALTH WEEK. Contact: Nat'l Foot Health Council, 321 Union St., Rockland, Mass.		
Tuesday May 19 9:00 A.M. Breakfast	PREVIEW: BACK-TO-SCHOOL AND FALL COLLECTION "Dorm to Dusk" -- showing to press and buyers of Pembroke Squire's back-to-school and Fall collection of separates and coordinates. By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS. SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Tuesday May 19 12:00 Noon Luncheon	PREVIEW: FALL SUITS & COATS The House of Swansdown presents "Stop, Look & Look", a collection of Fall coats and suits. Luncheon at 12:00 Noon in Barbizon Room. <u>Fashion Show in Barbizon Theatre, promptly at 1:00 P.M.</u> By invitation only. Publ.: Ruth Hammer Associates, 2 W. 59th Street, EL. 5-7108.	THE HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	BARBIZON-PLAZA HOTEL 101 WEST 58TH STREET
Tuesday May 19 12:30 P.M. Luncheon	SUMMER DRESSES BY MISS AMERICA AT LUNCHEON Presentation of Miss America Summer dresses from Arnold Constable. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 19 3:30 P.M. & 9:00 P.M.	ANNUAL FASHION SHOW BY COSTUME DESIGN STUDENTS Presentation of students' work in the Costume Design Department at Parsons School. Showing at 3:30 P.M., admission \$1.00. Showing at 9:00 P.M., admission \$2.00. For tickets, contact: Parsons School of Design, 136 E. 57th St., PL. 8-2943.	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM
Wednesday May 20- May 21 9:00 A.M. Breakfast	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Nelly de Grab presents her new "Snowdrift" collection of separates and spectator casu-als for College and Career. By invitation. (Note Change of Date). Contact: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 20 12:00 Noon Cocktails- Luncheon	"SUN GLAMORAMA" FASHION SHOW Annual press conference and fashion show, sponsored by I.J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than twelve leading national sunglass manufacturers will present their 1953 styles for Summer. <u>Introduction to National Sunglass Week, May 25 to 30.</u> By invitation. Publ.: Gar Schmitt, S.S. Tyndall Assoc., 50 E. 42 St., MU. 2-3558.	L.J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA TERRACE ROOM
Wednesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Lorraine Budny, to the press and buying offices. By invitation. Publ.: The Miles, 58 W. 40th St., LO. 4-5150.	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM - 11TH FL.
Thursday May 21 1:00 P.M. Luncheon	BRIGANCE OF SPORTSMAKER SUMMER FASHION SHOW Brigance's Summer playclothes, separates and dresses, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Brigance Contact: Julie Isles, LO. 3-1534. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORTSMAKER, INC. (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Beginning Sunday May 24- May 30	NATIONAL SECRETARIES' WEEK. Publicity for National Secretaries' Week Council: James A. Dougherty at Young & Rubicam, 235 Madison Ave., MU. 9-5000, Ext. 588. Educational publicity for National Secretaries' Ass'n.: Barbara Price or Lois Lownquist, 270 Park Avenue, EL. 5-6893.		
Monday May 25	OPENING OF FALL LINES IN ST. LOUIS Contact: Joan Gardner, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	HOTEL JEFFERSON ST. LOUIS, MO.
Tuesday May 26 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COLLECTION Arle, Inc. will present their Fall collection of blouses, skirts, separates and coordinates designed by Mary Blair. By invitation only. Daily showings thereafter in their new showrooms at 491 Seventh Avenue, 24th floor. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	ARLE, INC.	1407 CLUB 1407 BROADWAY
Tuesday May 26 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Preview of Seymour Fox's Fall coat and suit collection. By invitation only. <u>Trade showings at 10:00 A.M., June 2, 3, 4, 9, 10, 11, 16, 17, 18.</u> Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
Tuesday May 26 10:30 A.M. & 2:30 P.M.	PREVIEW OF KNITTED SPORTSWEAR FOR FALL Goldworm Sportswear will invite the press and resident buyers to a preview of their Fall collection of knitted coats, dresses, suits, sportswear and sweaters. By invitation. Continuous showings thereafter. Publicity: Margaret Hodge, BR. 9-4824 or CH. 4-3692.	GOLDWORM SPORTSWEAR CORP.	1410 BROADWAY SHOWROOM - 20TH FL.
Tuesday May 26 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of Grabois' Fall collection, designed by Zelma Golden. By invitation only. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 27 9:30 A.M. Breakfast	FALL COLLECTION BY ALAN PHILLIPS Lentz Diminutives will present a preview of their Fall collection designed by Alan Phillips. <u>Showing at 10:00 A.M.</u> By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	LENTZ DIMINUTIVES (533 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday May 27 12:00 Noon Buffet	FALL SPORTSWEAR FOR RESIDENT BUYERS Showing of Haymaker's separates, blouses, skirts and shirts at a preview for resident buyers. <u>Trade showings beginning Tuesday, June 2.</u> Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Wednesday May 27 12:30 P.M. Luncheon	"SEA BREEZE" LUNCHEON FASHION SHOW Arnold Constable will present Summer fashions, featuring a special "gin and tonic" color promotion. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 27 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Hannah Troy's Fall collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM
Thursday May 28 11:00 A.M.	PREVIEW OF FALL BENHAM ORIGINALS Preview of Fall collection of Benham Originals. By invitation only. <u>Continuous trade showings beginning Thursday, June 4.</u> Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 28 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS Preview for resident buyers of David Crystal's dresses for Fall. By invitation. <u>Trade showings, beginning Tuesday, June 2, at 10:30 A.M. and 2:30 P.M.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Thursday May 28 3:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall line at a cocktail party. By invitation only. <u>Trade showings, beginning Monday, June 1.</u> Contact: LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Friday May 29- June 6	ADVANCE FALL MARKET IN CHICAGO The advance Fall market of the Chicago Fashion Industries. Contact: Eleanor R. Bond, 222 W. Adams St., Suite 1245, Chicago 6, Ill.	CHICAGO FASHION INDUSTRIES	CONGRESS, MORRISON, CHICAGOAN HOTELS
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection designed by Brigance for Frank Gallant. By invitation only. <u>Showing for resident buyers on Tuesday, June 2, at 2:30 P.M.</u> Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 1	OPENING OF FALL COLLECTION Opening of Fall coats and suits by Originala. By appointment only. Contact: BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FL.
Tuesday June 2- June 4 8:30 A.M.	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. <u>Beginning Friday, June 5, box luncheons for the trade at 12:00 Noon, followed by showings at 12:30 P.M. daily.</u> Contact: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FL.
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Parents' annual Fall Fashion Clinic for retail buyers, resident buying offices, and advertising agencies, presenting Fall and Winter fashions for toddlers, children, girls and boys with a comprehensive review of back-to-school market. Director: Mrs. Beryl Tucker. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Joan Herndon, Special Projects Dept., PL. 9-2080.	MADemoisELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FL.

Beginning Tuesday June 2- June 9	OPENING OF FALL SPORTSWEAR LINES Members of Sportswear Guild will open Fall lines, beginning Tuesday, June 2 through Tuesday, June 9. Members include: ADLER & ADLER, INC. DAVIDOW	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Contact Individual Manufacturers.			

Beginning Tuesday June 2- June 9	OPENING OF FOGA FALL COLLECTIONS Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	FASHION ORIGINATORS GUILD OF AMERICA FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP.	INDIVIDUAL SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard Gendler, executive secretary, CH. 4-6945.			

June 2 CORONATION DAY IN WESTMINSTER ABBEY--QUEEN ELIZABETH II OF GREAT BRITAIN.

MOVIES...MUSIC...THEATRE...TELEVISION

Sunday
April 26
3:30 P.M.-
5:30 P.M.

TELEVISION: "HAMLET" NBC-TV CHANNEL 4
The Hallmark Hall of Fame presents Maurice Evans' television debut in a two-hour production of "Hamlet", with Ruth Chatterton, Joseph Schildkraut, Sarah Churchill, Barry Jones. Executive producer and director: Albert McCleery. NBC-TV Publicity: Alec Nyary, CI. 7-8300.

Monday
April 27

PREMIERE: "BRIGHT ROAD" (Movie) 55TH ST. PLAYHOUSE, 154 WEST 55TH ST.
Metro-Goldwyn-Mayer production adapted from Mary Elizabeth Vroman's Christopher Award story, "See How They Run", of a teacher's first year. April 27 premiere for the benefit of the Forest Neighborhood House in the Bronx. Starring: Dorothy Danbridge, Harry Beladonte with Philip Hepburn, Barbara Ann Sanders. Producer: Sol Baer Fielding. Director: Gerald Mayer. MGM Publ.: Herbert Crooker or Frances Lane, JU. 2-2000.

Monday
April 27

PREMIERE: "THE BLUE GARDENIA" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
Warner Brothers Pictures will present a mystery story, starring Anne Baxter, Anne Sothern and Richard Conte with Nat "King" Cole. Producer: Alex Gottlieb. Director: Fritz Lang. Costumes: Maria Donovan. Publ.: Eve Siegel, CI. 6-1000.

Beginning
Wednesday
April 29

SEVENTH & FINAL WEEK: N.Y.C. OPERA CO. CITY CENTER, 131 WEST 55TH STREET
April 29: Blitzstein's REGINA. April 30: Strauss' DIE FLEDERMAUS. May 1: Rossini's LA CENERENTOLA. May 2, Mat.: Bizet's CARMEN. May 2, Eve.: Puccini's MADAMA BUTTERFLY. May 3, Mat.: Strauss' DIE FLEDERMAUS. May 3, Eve.: Rossini's LA CENERENTOLA. Prices: \$1.50-\$4.00. Publicity: Phillip Bloom, CH. 4-5185.

Wednesday
April 29

OPENING: "MASQUERADE" ALVIN THEATRE, 250 W. 52ND STREET
Ben Tomkins and Alvin Cooperman will present a romantic comedy by L. S. Birchard and Jeroam Stagg. Starring: Veronica Lake, Charles Korvin and Lisa Ferraday. Director: John Larson. Settings & costumes: John Blankenchip. Publicity: George Ross, BR. 9-5906.

Thursday
April 30
7:00 A.M.-
9:00 A.M.

TELEVISION: "DAVE GARROWAY'S SHOW" NBC-TV CHANNEL 4
Dave Garroway will interview Frances Faye, designer for The William Carter Co. Showing of Carter's infants' and children's wear, with models aged 9 months to 1½ years, in commemoration of National Baby Week (April 26-May 2). Carter Publicity: Lois Gifford, B.B.D. & O., EL. 5-5800. Garroway Publicity: Notman Pader at N.B.C., CI. 7-8300.

Thursday
April 30

OPENING: "MEN OF DISTINCTION" 48TH ST. THEATRE, 158 WEST 48TH ST.
Chandler Cowles and Martin Gabel present Richard Condon's comedy of politics in the city government with Robert Preston, and David Burns. Sets & Lighting: David Ffolkes. Publicity: Richard Maney, WI. 7-6939.

Thursday
May 7

OPENING: "CAN-CAN" SHUBERT THEATRE, 227 W. 44TH STREET
Feuer and Martin will present a musical comedy, with music by Cole Porter and book and direction by Abe Burrows. Starring: Lilo and Peter Cookson. Settings: Jo Mielziner. Costumes: Motley. Publ.: Karl Bernstein, CI. 6-0427.

Thursday
May 28

OPENING: "ME AND JULIET" MAJESTIC THEATRE, 44 ST. W. OF B'WAY
Rodgers and Hammerstein will present their new musical play with Isabel Bigley, Bill Hayes, Joan McCracken, Ray Walson, Mark Dawson, Jackie Kelk. Director: George Abbott. Scenery & lighting: Jo Mielziner. Costumes: Irene Sharaff. Publicity: Michael Mok, MU. 7-5927.